

CLAIMS

I claim:

- 1 1. A system comprising:
 - 2 a personal record comprising a personal profile about a subject and a message
 - 3 filtering policy determined by the subject;
 - 4 an anonymity service, the anonymity service being an intermediary between the
 - 5 subject and a message sponsor, the message sponsor desiring to send a message to the
 - 6 subject based on the personal record;
 - 7 a message deposit sent to the anonymity service by the message sponsor wherein
 - 8 the message deposit comprises the message, a message targeting specification, and a
 - 9 message profile;
 - 10 a database maintained by the anonymity service, the personal record being stored
 - 11 in the database in an encrypted state, the anonymity service having an access to the
 - 12 personal record only in the encrypted state;
 - 13 a resident application residing on a client device under control of the subject, the
 - 14 resident agent managing access to the personal record in an unencrypted state;
 - 15 a quarantine memory, the quarantine memory being a secure area of system
 - 16 memory on the client device; and
 - 17 a session agent to perform a database operation on the personal record in the
 - 18 unencrypted state in the quarantine memory.
- 19 2. The system of claim 1 wherein the database operation comprises:
 - 20 a database query which compares the message profile to the message filtering
 - 21 policy; and
 - 22 a database query which compares the personal profile to the message targeting
 - 23 specification.
- 24 3. The system of claim 1 further comprising:
 - 25 a query result sent to the anonymity service from the resident application;
 - 26 a message delivery sent from the anonymity service to the resident application;
 - 27 and
 - 28 a delivery confirmation sent from the resident application to the anonymity
 - 29 service.

- 1 4. The system of claim 1 wherein the database operation comprises a data record
2 modification.
- 3 5. The system of claim 1 wherein the database operation comprises a schema migration.
- 4 6. The system of claim 1 further comprising a delivery notification sent from the anonymity
5 service to the sponsor wherein the delivery notification comprises:
6 an anonymous proof of delivery;
7 an anonymous response from the subject; and
8 an anonymous payment record.
- 9 7. The database operation of claim 2 further comprising an interactive response from the
10 subject.
- 11 8. A method comprising:
12 maintaining a personal record belonging to a subject in a centralized database in
13 an encrypted form, the personal record comprising a personal profile and a message
14 filtering policy; and
15 distributing a database operation from the centralized database to a client device
16 when the database operation is performed on the personal record in an unencrypted form.
- 17 9. The method of claim 8 wherein distributing the database operation from the centralized
18 database to the client device comprises:
19 downloading a session agent by a resident application, the resident application
20 being resident on the client device, the session agent comprising a software update, the
21 personal record, and an encryption key; and
22 performing a database query by the session agent on the personal record in an
23 unencrypted form.
- 24 10. The method of claim 8 wherein the client device comprises a device capable of sending
25 and receiving a signal over a digital network, the client device being under a physical
26 control of the subject.
- 27 11. The method of claim 8 further comprising establishing an intermediary between the
28 subject and a message sponsor for the purpose of allowing the message sponsor to send a
29 message to the subject based on the personal profile while maintaining an anonymity of
30 the subject.

- 1 12. The method of claim 11 wherein establishing the intermediary between the subject and
2 the message sponsor comprises:
3 receiving a message deposit from the message sponsor, the message deposit
4 comprising a message, a message targeting specification, and a message profile;
5 negotiating permission to deliver the message to the subject;
6 delivering the message to the subject;
7 receiving a delivery confirmation from the subject; and
8 sending the delivery confirmation to the message sponsor while maintaining
9 anonymity of the subject.
- 10 13. The method of claim 12 wherein negotiating permission to deliver the message
11 comprises:
12 performing a targeting database query wherein the message targeting specification
13 is compared to the personal profile; and
14 performing a filtering database query wherein the message filtering policy is
15 compared to the message profile.
- 16 14. The method of claim 12 further comprising:
17 accounting for a message charge to the message sponsor;
18 accounting for a message credit to the subject;
19 communicating the message charge to an external payment system; and
20 communicating the message credit to an external payment system
- 21 15. A machine-accessible medium comprising content that, when accessed by a machine,
22 causes the machine to:
23 maintain a personal record belonging to a subject in a centralized database in an
24 encrypted form, the personal record comprising a personal profile and a message filtering
25 policy; and
26 distribute a database operation from the centralized database to a client device
27 when the database operation is performed on the personal record in an unencrypted form.
- 28 16. The machine-accessible medium of claim 15 wherein causing the machine to distribute
29 the database operation from the centralized database to the client device comprises
30 causing the machine to:

1 download a session agent by a resident application, the resident application being
2 resident on the client device, the session agent comprising a software update, the personal
3 record, and an encryption key; and

4 perform a database query by the session agent on the personal record in an
5 unencrypted form.

6 17. The machine-accessible medium of claim 15 wherein the client device comprises a
7 device capable of sending and receiving a signal over a digital network, the client device
8 being under a physical control of the subject.

9 18. The machine-accessible medium of claim 15 further comprising content that, when
10 accessed by a machine, causes the machine to establish an intermediary between the
11 subject and a message sponsor for the purpose of allowing the message sponsor to send a
12 message to the subject based on the personal profile while maintaining an anonymity of
13 the subject.

14 19. The machine-accessible medium of claim 18 wherein causing the machine to establish
15 the intermediary between the subject and the message sponsor comprises causing the
16 machine to:

17 receive a message deposit from the message sponsor, the message deposit
18 comprising a message, a message targeting specification, and a message profile;

19 negotiate permission to deliver the message to the subject;

20 deliver the message to the subject;

21 receive a delivery confirmation from the subject; and

22 send the delivery confirmation to the message sponsor while maintaining
23 anonymity of the subject.

24 20. The machine-accessible medium of claim 19 wherein causing the machine to negotiate
25 permission to deliver the message comprises causing the machine to:

26 perform a targeting database query wherein the message targeting specification is
27 compared to the personal profile; and

28 perform a filtering database query wherein the message filtering policy is
29 compared to the message profile.

30 21. The machine-accessible medium of claim 19 further comprising causing the machine to:

31 account for a message charge to the message sponsor; and

- 1 account for a message credit to the subject;
- 2 communicate the message charge to an external payment system; and
- 3 communicate the message credit to an external payment system.